

VPM's
DR VN BRIMS, Thane
Programme: MMS (2014-16)
Forth Semester Examination April 2016

Subject	Managing Technology Business		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages		Date	12.04.2016

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1. Solve both (A) and (B)

- (A) Write a note on Telecom Industry. Explain in detail the Factors facilitating the Growth of Telecom sector.
- (B) Write about the growth and current trends of all 3 players in telecom industry : Airtel, Vodafone and Idea. What differentiates them from each other?
You are heading a company called "MyNet Pvt. Ltd.", which is a similar company. What will you do stand out from the crowd? What will be your USP?

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- (a) What is a Business Model and why do we need it? List the types of business models.
- (b) Write a note on the Business Model : SELLERS.
- (c) Write a note on Onsite and Offsite / Onshoring and Offshoring with examples.

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- (a) What are the challenges for E-Commerce companies?
- (b) What are the major challenges faced by e-commerce companies in India?
- (c) Write the difference between Product and Services.

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- (a) Which is better: Product or Service? Explain with example.
- (b) Write a note on Consumer Products and Consumer Services.
- (c) What is a Call Center? What complaints we customers have from call centers?

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- (a) Write the difference between Call Center and BPO.
- (b) What is a KPO? Write its benefits and risks.
- (c) Differentiate KPO and BPO.

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- (a) What is Recruitment? Explain its process.
- (b) Explain the factors that influence Marketing Strategies?
- (c) Write a Note on Digital Marketing.

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- (a) Why do we need Digital Marketing?
- (b) Explain various types of Proposals.
- (c) Write the steps of writing your own proposal.